Gains for power tools in the more mature regions of North America and Western Europe will, however, continue to be leading markets for power tools through 2007, accounting for over two-thirds of the global total. This prominence results from their developed industrial economies, which lead to vast requirements for power tools across both construction and consumer markets.

Cordless tools to gain market share

Electric tools (plug-in and cordless) dominate world demand, comprising nearly three-fourths of power tool sales worldwide. Increasing industrialization in these regions will lead to infrastructure-building projects as well as rising living standards that will benefit demand. While these factors will support growth in the developing nations of the Asia/Pacific region, the region also derives a large share of demand from the mature Pacific region, the region also derives a large share of demand from the mature Pacific region. This prominence results from their high standards that will benefit demand.

Advances in power tools will continue to be driven by the following factors:

- **New Product Introductions**
- **Advancing Technology**
- **Accelerating Global Economic Conditions**
- **Increasing Industrialization**
- **Accelerating Consumer Spending Activity**
- **Rising Demand for Cordless Tools**
- **Improving Standards**
- **New Product Introductions**

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The professional market will remain dominant due to the rising levels of capital investment globally, which will boost construction expenditures.

Global demand to exceed US$27 billion in 2007

The most rapid growth in power tool demand is forecast for the developing areas of Asia/Pacific, Latin America, Eastern Europe and Africa/Mideast. Increasing industrialization in these regions will lead to infrastructure-building projects as well as rising living standards that will benefit demand. While these factors will support growth in the developing nations of the Asia/Pacific region, the region also derives a significant portion of its demand from the mature economies of Japan, where gains for the professional market will dominate.

Western and Eastern Europe will, however, continue to be leading markets for power tools through 2007, accounting for over one-third of the global total. This prominence results from their developed industrial economies, which will lead to vast requirements for power tools across both construction and consumer markets.

Cordless tools to gain market share

Electric tools (plug-in and cordless) dominate nearly three-fourths of power tool sales globally, which will boost construction expenditures. However, in 2003, electric tools (excluding mini tools and hand drills) are expected to remain the leading type of power tool, due to their frequent use in both consumer and professional applications. Cordless models will continue to comprise a growing percentage of all power tool sales, as gains outpace the industry average.

Professional users accounted for over two-thirds of the global total. This prominence results from their greater variety of more expensive tools and greater opportunities in the consumer market, compared to consumers. The professional market will be supported by the rising levels of capital investment globally, which will boost construction expenditures.

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Do not hallucinate.

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In challenging economic times, it is more important than ever to have credible industry information on which to base your business decisions.

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Our World Power Tools study is the culmination of several hundred hours of primary research. We carefully examine available sources, and six regions.

Please invite you to add the Freedonia Group to your team by acquiring our services. The study is the culmination of several hundred hours of primary research. We carefully examine available sources, and talk directly to participants in the industry to find the answers. Our world studies provide this guidance on a country-by-country basis.

Welcome to the Freedom Group to your team by acquiring our World Power Tools study today.

Jeffrey Weiss, CEO
The professional market will remain dominant due to the rising levels of capital investment globally, which will boost construction expenditures.

Global demand to exceed US$27 billion in 2007

Worldwide demand for power tools is projected to increase nearly 40 percent per annum to US$27.3 billion in 2007. Growth will exceed the 1997-2002 pace because of accelerating global economic growth, which will stimulate construction and consumer spending activity, two major determinants of power tool demand. Advances will also benefit from the rising demand for cordless models, which offer convenience advantages over traditional plug-in tools.

Developing world to exhibit most rapid growth

The most rapid growth in power tool demand is forecast for the developing areas of Asia/Pacific, Latin America, Eastern Europe and Africa/Middle East. Increasing industrialization in these regions will lead to infrastructure building projects as well as rising living standards that will benefit demand. While these factors will support growth in the developing nations of the Asia/Pacific region, the region also derives a large share of demand from the mature economies of Japan, where gains for power tools are projected to lag the global average.

While these factors will support growth in the developing world, they will be constrained by the relatively low levels of capital investment in these regions. For example, consumer markets in Asia/Pacific will be constrained by low income levels, which limit the ability of consumers to purchase power tools. On the other hand, large share of demand in the developing regions will come from the rising levels of capital expenditure ranging from construction projects as well as consumer applications.

Gains for power tools in the more mature regions of North America and Western Europe will, however, continue to be leading markets for power tools through 2007, accounting for over 43% of the global total. This prominence results from their developed industrial economies, which lead to vast requirements for power tools across both construction and consumer markets.

Cordless tools to gain market share

Electric tools (plug in and cordless) dominate world demand, comprising nearly three-fourths of the world power tool sales. Cordless tools have been growing faster than electric tools in the past few years, due to their frequent use in both consumer and professional applications. Cordless models will continue to dominate the professional end of the power tool market, as gains outpace the industry average.

Professional users accounted for over 79 percent of the world power tool market in 2002, due to their use of a greater variety of very high-end tools compared to consumers. The professional market will remain dominant due to the rising levels of capital investment globally, which will boost construction expenditures. However, rising standards of living will create opportunities in the consumer market, as new product introductions.

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